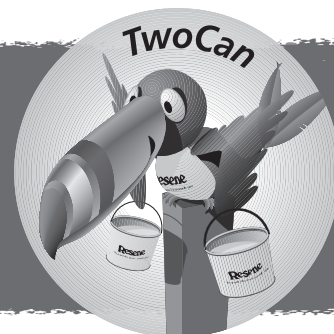


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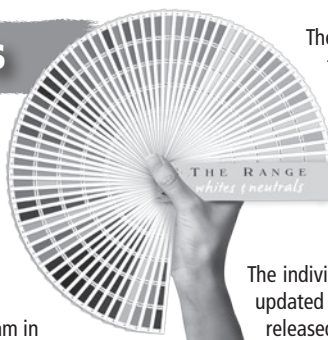
“ While we love our bright and bold colours, we could never do without our trusty and well used whites and neutrals. And even though you think whites and neutrals stand still, like all colours they too evolve and change over time. We’ve captured these changes in our updated The Range Whites & Neutrals, a collection of all the whites and neutrals you need in one handy fandeck... ”



## Fresh whites and neutrals

The new The Range Whites & Neutrals fandeck has been released with everything you need for white or neutral colour schemes. It includes favourites from the last fandeck together with new trend neutrals and extra variations of popular Resene neutrals; the best of the best of Resene whites and neutrals. We’ve also gathered in popular wood stain and non-skid colours so you have everything you need in one handy fandeck.

While there is a trend to some creams, such as Resene Clotted Cream in



The Range fashion colours, we’re still seeing a strong trend towards neutrals with a hint of green in them, such as Resene Thorndon Cream and greige on the upswing as beige hues move to greyed off versions. Beige is still big, but greige offers a new sleeker alternative for those looking for something new.

You can find the new The Range Whites & Neutrals fandeck at Resene ColorShops and resellers.

The individual loose palettes of whites and neutrals are also being updated to match the updated fandeck selection and will be released over the coming months.

## Remember to keep things cooler – with Resene CoolColour

As the weather cranks up to the hot end of the scale, so does the relentless heat on the outside of your projects. For humans we get told to slip, slop, slap and wrap... and stay out of the heat of the sun. However buildings have no such protection and have to bear the brunt of everything nature has to throw at them.

With the trend to striking darker finishes outside, heat absorption can become more of an issue.

If your client is planning to use a dark colour outside, consider suggesting a Resene CoolColour. Resene CoolColour technology makes painting exterior surfaces in dark colours both easier and safer. It can be used on all sorts of exterior materials, from weatherboards and concrete to windowsills. Colours made using Resene CoolColour technology are formulated with special pigment technology to reflect more of the sun’s energy than a normal colour, helping to keep the coating, substrate and building cooler than if a normal version of the colour was used. The

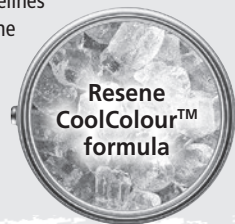
surface won’t stay cold, but it won’t get as hot as the normal version of the colour.

A decade of selling Resene CoolColour has also shown us that by reflecting more heat, the paint colour also lasts longer.

If your clients have their heart set on a darker colour, check out the Resene CoolColour options. And if you’re not worried about colour and just want the coolest option possible, white is the most reflective colour to choose... but beware, it can be very glary depending where it is used. Always make sure you or the client has checked the substrate manufacturer’s guidelines before making their final colour choice to ensure that the colour chosen meets the substrate requirements.

Colours marked ‘cc’ on Resene colour charts are available in a Resene CoolColour variant – simply request the CoolColour option when you choose your paint.

Find out more on Resene CoolColour technology [www.resene.com/coolcolour](http://www.resene.com/coolcolour)



## Discover style

Many clients struggle to decide what decorating style they like and want to live with. It’s the reason home and renovation magazines are so popular as we pore over the photographs, searching for a look that resonates, trying to find a like-minded homeowner who has already achieved the look we desire.



But with a bit of confidence and good advice, it’s fairly easy for someone to discover their own style, even if it’s not the look that’s populating the pages of the magazines. It’s easy to get swept up in the fashion of the moment but there’s no use embracing what’s trendy if it fundamentally doesn’t suit. Few of us are

chameleons who change our tastes with the wind. Rather, we’re more likely to add fashionable accessories that complement our interiors, to keep things fresh and to feel we are up to date.

The latest addition to the Habitat collection – Habitat plus – discover your style is designed to help decorators find the style that best suits them and then use that to inspire their choices.

Copies are available free at Resene ColorShops and resellers, online at [www.resene.com/habitatplus](http://www.resene.com/habitatplus) or email us at [advice@resene.co.nz](mailto:advice@resene.co.nz) with your name, business name and postal address and we’ll post you a copy.

If your clients need more colour inspiration suggest they view the Resene Habitat Plus Colour Connection book and the 1 look 4 ways for exterior and interior books, also available free from your local Resene ColorShop or view online ([www.resene.com/habitatplus](http://www.resene.com/habitatplus)) and Habitat magazine back copies, available for viewing online ([www.resene.com/habitat](http://www.resene.com/habitat)).

## Gone green

Thanks to Jayden for this funny decorating story turned into a poem...

"This is a story all about how  
A bucket of paint tipped upside down  
If you'd like to take a minute  
Just sit right there  
I'll tell you how it landed in Samuel's hair.

The day was nice  
But the wind was strong  
Sam thought nothing in the world could go wrong  
He whistled and he sang  
While he worked away  
No clue he was about to have a bad day.

A ten litre pail, tinted green  
A colour match special, straight from Resene

On top of the scaff with a dodgy wheel  
That's where Sam left it  
While he ate his lunch meal.

When smoko was done  
Sam came on the run  
He bound up the scaff  
And the faulty wheel spun.  
With a hiss and a roar the scaffold did shake  
A whole lot worse than a major earthquake

And the paint bucket twirled  
As the whole lot of paint  
Came down on his head.  
It's so funny to see, a grown man sulk  
Especially when he looks like  
The Incredible Hulk."



## Trade tips: Extra client services that don't cost the world

Winning over new clients and retaining existing ones requires effort, but the results can be well worth it.

As a builder or painter, you might be focused on completing a large-scale project before moving on to the next one. Alternatively, you may be more concerned with juggling numerous jobs at once – perhaps smaller tasks – in order to manage your cash flow.

Whether you work solely for yourself or are running a building company with a few others under your helm, it's wise to consider ways to keep customers happy, every time.

### Why should I impress my clients?

It goes without saying that if you win one client over, positive words from them to their friends and relatives could be a boon to your business.

Plus, a happy customer is much more likely to secure your services again than someone who felt your efforts were mediocre or substandard.

Putting effort into client retention, as well as expanding your client pool, is important. But you might be wondering: How can I do this without spending a small fortune on pricey marketing efforts?

Here are some ways you can impress your clients, without spending too much. Of course, these suggestions work alongside stellar workmanship. Make sure you're not stretching yourself too thin – focus on doing a great job, every time, then back this up with solid marketing efforts.

### Add-on jobs

Perhaps a client wants you to paint their living areas and bedrooms, but also thinks their front door could do with a lick of paint. Alternatively, they might want a kitchen revamp, with some attention paid to the bathroom or laundry, too.

Consider offering complimentary add-on jobs when they secure your services for large-scale projects.

You need to ensure that such jobs work within your budget. For clients, the thought of getting 'something for nothing' can make your service seem like much better value.

### Offer a free consultation

Again, the ability to deliver this kind of service will depend on your personal resources. However, you don't need to go over to every Tom, Dick or Harry's house for several hours in order to provide value. A brief over-

the-phone complimentary consultation may suffice. Alternatively, set aside one day each week when you can visit homeowners contemplating a home renovation project.

If you do a great job promoting your services during these free consultations, you may easily be able to recoup your costs.

Offer insight to property owners about what kind of renovations would suit their personal tastes and property's design. This will help establish you as an expert in your field. You might even print off brochures of previous work you've completed, which you can present to possible clients – this may be just the kind of visual cue that will capture their attention and convince them to hire your services.

### Future discount

It's all well and good offering a discount for a period of time. You might secure some more clients, who are willing to try out your services at a lower price.

But step back and think about this for a moment: Are these really the kind of people you want to target? If someone is only willing to pay for your services at a cost below your usual hourly rate or project-based rate, are they likely to return for future jobs at your usual rates?

Instead, rethink your discounting. Next time you complete a job for a client, offer them a discount on future jobs obtained within the next six to 18 months, depending on the scale of the next project.

This helps build customer loyalty and makes clients feel like they're getting special treatment. However, it keeps existing clients on board, rather than offering a discount to those who might never return to your services. It also doesn't require you to invest in expensive, upfront items to help boost client loyalty, such as Christmas gifts.

You might offer the discount on the condition of the client providing their email address for your newsletter database or writing a brief testimonial for your website, if you wish.



Catch you next month!

TwoCan, Editor.

